

**Notice of Allowability**

Application No.

09/930,676

Applicant(s)

LUNETTA ET AL.

Examiner

Art Unit

CUONG H. NGUYEN

3661

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to the IDS received on 8/14/06.
2. ☒ The allowed claim(s) is/are 1-30,61; they are renumbered as claims 1-31. Formal drawings are accepted by the examiner.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some\* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date 8/14/06
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_.

CUONG H. NGUYEN  
Primary Examiner  
Art Unit: 3661

1. This Office Action is the answer to the IDS submitted on 8/14/2006.
2. Claims 1-30, and 61 are pending.

***Drawings***

3. The submitted formal drawings are accepted by the examiner.

***Allowable Subject Matter and Reason for Allowance***

4. Independent claim 1, and 61 are allowable over closest available prior art of Sherman (US Pat. 4,931,929), Berger et al. (US Pat. 6,414,693), and Knight (US Pat. 6,344,853) because these references do not make obvious to one of ordinary skill in the art to suggest a computer-implemented method to price a promotional product, or a machine-readable medium storing a sequence of instructions that, when executed by a machine, cause the machine automatically to price a promotional product by a method including:

generating a user interface that facilitates input of specification information concerning the promotional product, the specification information including product information identifying a base product to be decorated and decoration manufacturing process information identifying a process whereby a decoration is applied to the base product; and automatically calculating a price for the promotional product utilizing the product information and the decoration manufacturing process information,

In above cited references, there is no teaching or suggestion of a user interface that facilitates input of specification information including product information identifying a base product, and decorating manufacturing process information identifying a process whereby a decoration is applied to the base product; since there is no teaching of a decoration manufacturing process information, it follows that there is

no teaching or suggestion of automatically calculating a price for the promotional product utilizing the decorating manufacturing process information.

5. Claims 2-30 are allowable because they are dependent on allowed claim 1.
6. Remark: The IDS submitted on 8/14/2006 has a document for commercial application of Giftmugs.com; this document does not discuss at all about automatically calculating a price for a promotional product utilizing that product information and a decoration manufacturing process information; therefore, this document does not render obvious this pending invention.

***Conclusion***

7. Claims 1-30, and 61 are patentable. They are renumbered as claims 1-31.
8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to CUONG H. NGUYEN whose telephone number is 571-272-6759. The examiner can normally be reached on 9:30 am - 5:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, THOMAS G. BLACK can be reached on 571-272-6956. The Rightfax number for the examiner where this application is assigned is 571-273-6759.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

  
CUONG NGUYEN  
PRIMARY EXAMINER